

**CHARLES UNIVERSITY**

Faculty of Social Sciences

Institute of Communication Studies and Journalism

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**The internet journals on the social network Facebook**

Master thesis

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## **Abstract**

Social networks which are transforming the essence of the Internet since the beginning of the 21<sup>st</sup> century have become an important platform for the news media. Through Facebook Czech media are reaching from tens to hundreds of thousands users for which they choose and plan posts above the framework of production of the domestic website from which the content origins.

The aim of this thesis is to describe the specifics of the online journalism, and to introduce Facebook as a distribution channel, on the basis of previous research of news on social networks, in which the news are mixed with personal, community, or entertaining content and in which the users have wider possibilities in communication with the media or other readers.

The analytical part of the thesis focuses on the content shared on the Facebook profiles of Czech most visited commercial media and of the Czech public service media. Based on the quantitative content analysis and the comparison of the results, the aim of the thesis is to analyze how the media work with topics, different options of sharing or time layout, and how the Facebook production differs from the overall production of the domestic websites of the observed media.